# FERGUSON ROAD INITIATIVE - 2024 STRATEGIC PLAN

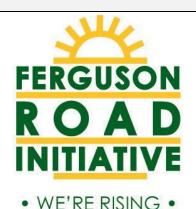
# OUR SHARED PRACTICAL VISION INCLUDES:

#### STRATEGIC DIRECTIONS, ACTION ARENAS, & KEY PERFORMANCE INDICATORS:

- Focused, Strategic Leadership
- An Enhanced Quality of Life
- Comprehensive Community Engagement
- Vibrant & Robust Fundraising Results
- Transformative Diversity, Inclusion & Equity
- Energetic & Engaged Community Support
- Recognition As An Award-Winning Community
- Recognized Scholastic Excellence

## **BUILDING TRANSFORMATIVE LEADERSHIP**

Strengthening Board Governance	Creating a Connected Ecosystem	Embracing DEI
<ul> <li>Documentation of board recruitment process will be finalized by June 2023</li> <li>Layered strategies for board assessment and recruitment will be implemented by November 2023</li> <li>Board assessment outcomes will be used to develop board training topics by November 2023</li> <li>Board assessments will be used to inform recruiting targets to address board needs by November 2023</li> </ul>	<ul> <li>*** Bond development process will be reported to the Board of Directors by August 2023 and November 2023</li> <li>Strategies to address food insecurities will be explored by February 2024</li> <li>Strategies to address daycare insecurities will be explored by February 2024</li> </ul>	Deferred



### **CREATING A POWERFUL LEGACY**

Enhancing Targeted	Growing Financial	Listening for
Communications	Stability	Deeper Engagement
<ul> <li>Grow communications channels (email by 25%, Instagram by 100%) by April 2024</li> <li>All data bases are merged into Salesforce by December 2024</li> </ul>	*** An ED is hired by September 2023     *** Board of Directors and staff are involved in the Communications and Marketing Plan by December 2023	Deferred